

PREFIX: BUS 110/1100

COURSE TITLE: Introduction to Business

CREDIT: 3

PREREQ: None

COURSE DESCRIPTION:

Surveys business, introducing the major operations of a business, including production, marketing, finance, and management. The course also examines the economic, social, and political environment of business and prepares the student for further collegiate education in business.

STUDENT COMPETENCIES:

1. Define the purpose of business in a capitalistic environment;
2. Display knowledge of how a business is formed, operated, and managed, and;
3. Demonstrate mastery of business terminology.
4. Define the constructive force that business plays
5. Identify the key terms in the economics of business
6. Demonstrate a knowledge of business concepts and terms

COURSE OUTLINE:

- I. The Contemporary Business World
 - a. The US Business Environment
 - b. Business Ethics and Social Responsibility
 - c. Entrepreneurship, New Ventures, and Business Ownership
 - d. The Global Context of Business
- II. The Business of Managing
 - a. Business Management
 - b. Organizing the Business
 - c. Operations Management and Quality
- III. People in Organizations
 - a. Employee Behavior and Motivation
 - b. Leadership and Decision-Making

- c. Human Resources Management and Labor Relations
- IV. Principles of Marketing
 - a. Marketing Processes and Consumer Behavior
 - b. Pricing, Distribution, and Promoting Products
- V. Managing Information
 - a. Information Technology for Business
 - b. The Role of Accountants and Accounting Information
- VI. Financial Issues
 - a. Money and Banking
 - b. Securities and Investments